



BBA(I.B.) Semester –1 Syllabus

Foreign Trade of India

Unit –1

1. Role of trade, features and types of trade.
2. Theory of absolute cost advantage.
3. Theory of Comparative Cost advantage.
4. Terms of Trade.

Unit – 2

1. Foreign Exchange : Features and Significance.
2. Determination of foreign exchange rate.
3. Balance of Trade.
4. Balance of payments.

Unit – 3

1. Significance of foreign trade in India.
2. Foreign Trade : Size, Structure and direction.
3. Balance of Payments in India.
4. MNCs, FEMA.

Unit –4

1. Pattern of Foreign investment in India.
2. Exim Policy in India.
3. Exim Banks & other institutions in India
4. Some International Institutions and India



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Business Mathematics

Unit– 1 {Algebra – 1}

Arithmetic Progression (A.P.) Geometric Progression (G.P.) and Harmonic Progression (H.P.) with simple practical applications in real life business environment, set theory and its real life practical applications.

Unit–2 {Algebra –2}

Permutations and Combinations, Binomial Theorem, Determinants with simple applications for solution of Linear simultaneous equations using Cramer's Rule, Matrices with simple application for solution of linear simultaneous equations using matrix inversion method.

Unit – 3 {Calculus}

Real number systems, constants and variables, functions. Graphical representations of functions, limits and continuity of functions, first principle of differential calculus, derivations of simple algebraic functions and application of derivatives in Economic and Commerce. Maximum and minimum.

Unit–4 { Co–Ordinate Geometry}

Rectangular Cartesian Co–ordinates in a Plane, Equations of straight lines and the concept of gradient with its practical applications in real life business problems.

Books :

1. Mathematics for Economics and Business by R.S. Bhardwaj .
2. Business Mathematics by Padmalochan Hazarika.
3. Business Mathematics by D.C. Sancheti and V.K. Kapoor.
4. Mathematical Economics by Dowling, T. Edward.
5. Mathematical Analysis for Economics by Allen, RGD.



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BUSINESS ECONOMICS

UNIT- I

Definition of Economics – Adam Smith, Marshal, Robbins and Samnelson’s view. Nature and scope of Economics; Economics as a science, as an art, positive and normative science. Inductive and deductive methods of economics. Micro Vs. Macro Methods of Economics study. International Economics.

UNIT· II

Theory of Consumption : Utility analysis–law of diminishing marginal utility, law of equi–marginal utility, law of demand, elasticity of demand. Indifference curve, analysis consumer’s equilibrium, price, income and substitution effect, consumer’s surplus.

UNIT - III

Theory of production : Production function, Isoquant Curves, producer’s equilibrium, laws of returns. Cost curves–short period and long–run cost curves.

Product pricing and firms equilibrium under perfect, Imperfect competition and monopoly. Discriminating monopoly.

UNIT - IV

Theory of Distribution : Concept of Marginal productivity. Theories of rent, interest, wages and profit.

Book :

1. Modern Microeconomics – A. Koutsoyiannis
2. Micro Economic Analysis – R.R. Barthwal
3. Modern Economic Theory – K.K. Dewett
4. Principle of Economics – M.L. Seth
5. Business Economics – S.K. Singh
6. Micro Economics Theory – J.V. Vaishampayan
7. Principles of Economics – D.N. Dwivedi.



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Essentials of Management

Unit: I

Introduction to Management

Management an overview - Management defined, The Role of management, function of managers, Levels of management, Management skills, Approaches to management.

Evolution of management

Social and Ethical responsibilities of management.

Unit : II

Planning

Definitions, Nature and Significance of planning, Types of plans, Steps in planning, Pre-requisites for effective planning, limitations of planning, MBO, Strategies and policies, Managerial Decisions-making.

Unit-III

Organization :

Fundamentals of organizing: organization Design, Line and staff authority and decentralization, effective organizing.

Staffing: Recruitment, Selections, Performance Appraisal and Approaches to Manager Development.

Unit: IV

Directing and Controlling

Managing and the Human factors

Motivations: Definitions, Meaning and Theories of motivation .

Leadership: Elements of leadership and leadership Theories. Managing Communications .

Planning and controlling: Importance of controlling, Basic control process, Determinations of effective control system, Control Techniques.

Books :

1. Essentials of Management : Harold Koontz, Heiriz, Weihrich.
2. Management, Tasks Responsibility and Practices : Peter F Druckers.
3. Principles & Practice of Management : T.N. Chhabra



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FINANCIAL ACCOUNTING

Objectives: The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting, and utilization of financial accounting information for planning, decision-making and control.

Detailed Syllabus:

UNIT–I: Financial Accounting Concepts

- Nature, Scope and Importance
- Accounting concepts and conventions
- Concepts of Capital and Revenue
- Principles of Double Entry System

UNIT II: Accounting Records

Preparation of Journal.

Preparation of Ledger including three columnar cash book.

Preparation of Trial Balance and adjustment entries.

UNIT III: Final Accounts

Preparation of Trading, Manufacturing and Profit and loss account

Preparation of Balance sheet and its interpretation

UNIT IV: Company Accounts

- Company Account: Issues of Shares, Applications, Allotments, Calls, Premium and forfeitures.
- Preparation of Company form of Balance sheet
- Depreciation Accounting and Methods - SLM and WDV

References:

- Principles of accounting Shukla & Grewal
- Principles of accounting Tulsian
- Principles of accounting Maheswari



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Business Communication

Unit I

Introduction to business communication, characters ties of effective organizational communication, basic forms of communication, process of communication, principles of effective business communication.

Unit II

Barriers to communication, facilitators to communication, effective listening, perception & reality, role of opinion, attitudes & beliefs, mal-functions of communication, business etiquettes.

Unit III

Forms of business communication, written communication, oral communication, non verbal communication. Technology of business communication, peculiarities of communication in Indian organizations, conflict management.

Unit IV

Conduct of meeting – agenda, notice, notes, minutes, office memorandum, office orders, press release, business letter, writing – need. Functions and kinds, layout of letter writing, types of letter writing report writing – problems, organization and techniques of writing.